

SureM

International Messages Proposal

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SureM
Int'l SMS Hub Center

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01 Service Introduction

● Basic Services

- Outbound : Local → Overseas
- Inbound : Overseas → Local
- Transit : Overseas → Overseas

● Other Services

- ACS : Sending recorded voices through messages
- HLR : Receiving customer number effective identification service
- C-SMS : Sending long messages



02 SureM Service Uniqueness

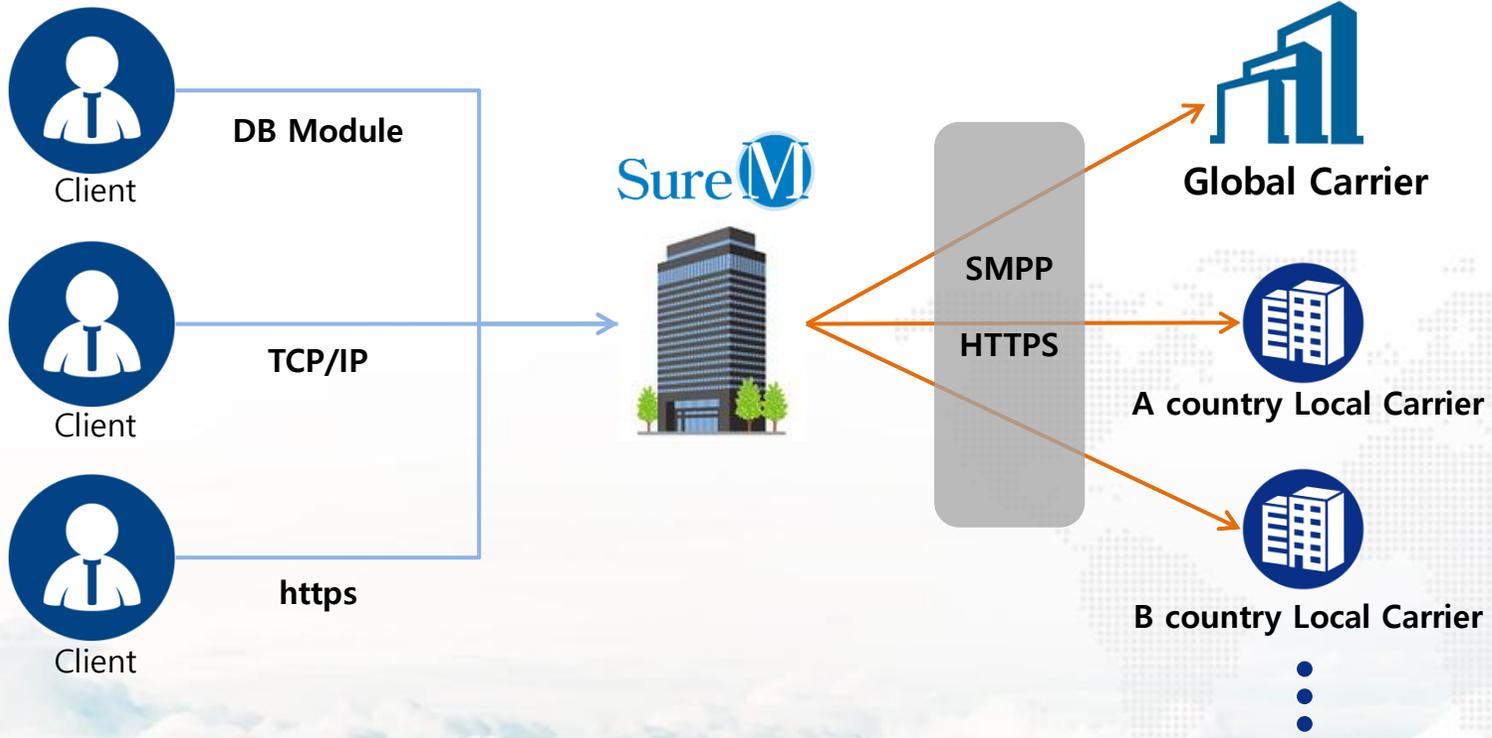
- **Route Diversification**
 - Securing backup route and continuous service
 - Compose local networks in more than 35 countries including United States, China, India and Saudi Arabia
- **Local entity in United States and China**
- **Support in sending SMS to 220 countries**
- **Support in sending messages using foreign languages**
- Support to send International Standard — **Concatenated SMS** (Inbound/Outbound)
 - The same way expressed in handset yet different internal processing methods

03 Route Settings

Connect with more than 10 of Global Carrier and more than 30 Local Carrier

Korea

Overseas



04 Reference

Various domestic and foreign companies are using SureM's **International Message** service.

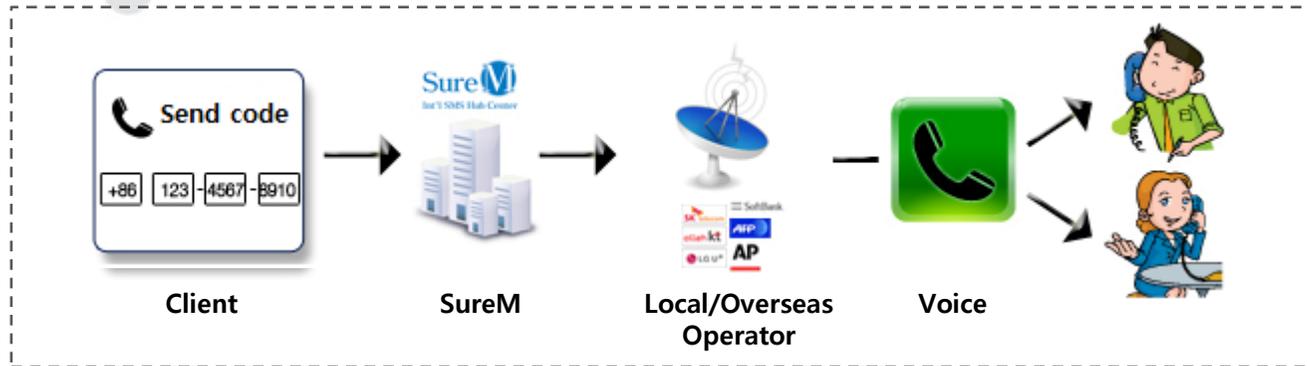


05 Other Services

1) ACS

● What is ACS?

A system that automatically dials the customer's phone number in conjunction with the DB server and the Web server.



● What for?

ACS can be used to authenticate in regions and countries where mobile authentication service using SMS is not provided.

● Function?

- Support configuration of recorded voice
- Multilingual support available

05 Other Services

2) HLR

- **What is HLR? (Look-up Service)**

A service that identifies the valid number of incoming customers.

- **What for?**

– Sending international messages will be charged for both success and failure, so HLR service is cost effective

ex)

case	Country	SMS Rates	Unit	Success	Failed	HLR Unit	Cost
Use HLR service X	USA	10 KRW	2	1	1	0	20 KRW
Use HLR service O	USA	10 KRW	2	1	0	2	14 KRW

- **Function?**

– Identify national and telecommunication businesses can be identified
– Roaming status checkable

Thank You

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